

Contract Data (Traffic) Report

SUMMARY FOR ORDER # 3024096

Traffic Order #	12154307	Created On	6/1/2020 11:25:33 AM	Order Status	Traffic Updates Accepted
Order #	3024096	Created By	Bundy, Adam	Gross \$	1754.00
Order Descrp	Pol - Can - McKayla Wilkes for Congress 6.02 #1	Updated On	6/2/2020 8:06:42 AM	Net \$	1490.90
Client	MCKAYLA WILKES FOR CONGRESS -	Updated By	Bundy, Adam	Units	38
Start Date	6/1/2020	Industry	Political-US House	Credit Hold	NO
End Date	6/7/2020	REFERENCES		BILLING INFORMATION	
# of Weeks	1	Primary		Purchase Order #	6.02 Budget #1
SALES		Secondary		Billing Schedule	Broadcast
ActiveWeeks	1	Tertiary		EDI INFORMATION	
AE 1	Gray, Jeff (POL)	Quarternary		Product	Zone
AE 2		TRAFFIC OPTIONS		Estimate	6.02 Budget #1
Agency	MCKAYLA WILKES FOR CONGRESS	Address 1	PO BOX 270	Submit EDI Invoice?	Submit EDI Invoice
RepFirm		Address 2		ORDER /INVOICE/TRAFFIC/REPORT NOTES/COMMENTS	
Copy Instr ID		City, State, Zip	RIVERDALE, MD	WASHINGTON, DC Priority Code NP=80, IP=74 See key on FCC site for zone/network information	
Total Zones	3	Zip	20738		
Zones	Prince George's South,Prince George's...	Contact			
Total Networks	2	Phone	301-262-8775	SYSCODE LIST	
GENERAL COMMENTS		Avail Tag		5076,2045,1952	
		Contract Type	Standard		
		Copy Group			
		Division			
		Reference #	ab149fd7-1ba4-ea11-9100-005056979d16		

SUMMARY FOR SYSCODE 1952

Traffic Order #	12154307	Created On	6/1/2020 11:26:00 AM	Order Status	Traffic Updates Accepted
Order #	3024096	Created By	Bundy, Adam	Syscode Gross \$	336.00
Order Descrp	Pol - Can - McKayla Wilkes for Congress 6.02 #1	Updated On	6/2/2020 8:06:42 AM	Syscode Net \$	285.60
Client	MCKAYLA WILKES FOR CONGRESS - WAS	Updated By	Bundy, Adam	Syscode Units	21
Start Date	6/1/2020	Source	VIEW	Zone Status	Traffic Updates Accepted
End Date	6/7/2020	Zones	Charles	Avg Unit Rate	16.00
# of Weeks	1				

Unique Ln #	Tr Ln #	Parent Line#	Rev	Priority Code	Network	Sys Code	Program	Start Date	End Date	Daypart	M	Tu	W	Th	F	Sa	Su	Total Units	Unit Rate	Total Amount	Unit Len
5	5		Regi onal Politi cal Bun dle	74 74	CNN	1952	VARIOUS	06/02/2020	06/02/2020	Tu 9a-4p		X						10	\$16.00	\$160.00	30
6	6		Regi onal Politi cal Bun dle	74 74	MSNBC	1952	VARIOUS	06/02/2020	06/02/2020	Tu 9a-4p		X						11	\$16.00	\$176.00	30

SUMMARY FOR SYSCODE 2045

Traffic Order #	12154307	Created On	6/1/2020 11:26:00 AM	Order Status	Traffic Updates Accepted
Order #	3024096	Created By	Bundy, Adam	Syscode Gross \$	680.00
Order Descrp	Pol - Can - McKayla Wilkes for Congress 6.02 #1	Updated On	6/2/2020 8:06:42 AM	Syscode Net \$	578.00
Client	MCKAYLA WILKES FOR CONGRESS - WAS	Updated By	Bundy, Adam	Syscode Units	8
Start Date	6/1/2020	Source	VIEW	Zone Status	Traffic Updates Accepted
End Date	6/7/2020	Zones	Prince George's North	Avg Unit Rate	85.00
# of Weeks	1				

Unique Ln #	Tr Ln #	Parent Line#	Rev	Priority Code	Network	Sys Code	Program	Start Date	End Date	Daypart	M	Tu	W	Th	F	Sa	Su	Total Units	Unit Rate	Total Amount	Unit Len
3	3		Regi onal Politi cal Bun dle	74 74	CNN	2045	VARIOUS	06/02/2020	06/02/2020	Tu 9a-4p		X						4	\$85.00	\$340.00	30
4	4		Regi onal Politi cal Bun dle	74 74	MSNBC	2045	VARIOUS	06/02/2020	06/02/2020	Tu 9a-4p		X						4	\$85.00	\$340.00	30

SUMMARY FOR SYSCODE 5076

Traffic Order #	12154307	Created On	6/1/2020 11:26:00 AM	Order Status	Traffic Updates Accepted
Order #	3024096	Created By	Bundy, Adam	Syscode Gross \$	738.00
Order Descrp	Pol - Can - McKayla Wilkes for Congress 6.02 #1	Updated On	6/2/2020 8:06:42 AM	Syscode Net \$	627.30
Client	MCKAYLA WILKES FOR CONGRESS - WAS	Updated By	Bundy, Adam	Syscode Units	9
Start Date	6/1/2020	Source	VIEW	Zone Status	Traffic Updates Accepted
End Date	6/7/2020	Zones	Prince George's South	Avg Unit Rate	82.00
# of Weeks	1				

Unique Ln #	Tr Ln #	Parent Line#	Rev	Priority Code	Network	Sys Code	Program	Start Date	End Date	Daypart	M	Tu	W	Th	F	Sa	Su	Total Units	Unit Rate	Total Amount	Unit Len
1	1		Regi onal Politi cal Bun dle	74 74	CNN	5076	VARIOUS	06/02/2020	06/02/2020	Tu 9a-4p		X						4	\$82.00	\$328.00	30
2	2		Regi onal Politi cal Bun dle	74 74	MSNBC	5076	VARIOUS	06/02/2020	06/02/2020	Tu 9a-4p		X						5	\$82.00	\$410.00	30

DISCLAIMER

By signing below the undersigned represents that it is authorized to execute insertion orders or place advertising schedules on behalf of the above-named advertiser. The signatory also acknowledges the receipt of Effectv Terms and Conditions and that all insertion orders or schedules placed by or on behalf of Advertiser are subject to such Advertising Terms and Conditions located at:

<https://www.effectv.com/legal/advertiser-terms-and-conditions>

Accepted and Agreed

Advertiser: _____

Name: _____

Title: _____

Authorized Acceptance: _____

Date: _____

SUMMARY FOR ORDER # 3024096					
Traffic Order #	12154307	# of Weeks	1	Active	Yes
Order #	3024096	Created On	6/1/2020 11:25:33 AM	Order Status	Traffic Updates Accepted
Order Descrp	Pol - Can - McKayla Wilkes for Congress 6.02 #1	Created By	Bundy, Adam	Gross \$	1754.00
Client	MCKAYLA WILKES FOR CONGRESS -	Updated On	6/2/2020 8:06:42 AM	Net \$	1490.90
Start Date	6/1/2020	Updated By	Bundy, Adam	Units	38
End Date	6/7/2020	Source	CRM	Credit Hold	No

ACCEPTED BY AGENCY/ ADVERTISER	
FINANCE	
DATE	
MGR	
INV	